

2022 Department of Defense

National American Indian Heritage Month Poster

Poster Description: The 2022 Department of Defense National American Indian Heritage Month poster is focused on U.S. Army Technician 5th Grade, and the last Crow War Chief, Joseph Medicine Crow. The poster is oriented in a landscape format with a light gray background. It has a narrow, black border band at the poster's top and bottom.

A mountain range, shown in a darker gray color, extends across the poster's bottom. It rests above the bottom black border and part way up the poster. A semitransparent design layer gives the mountain range a multi-gray colored appearance, as if clouds, or mist, are covering the mountains.

Situated at the poster's top left side on the grey background is the observance title spread across four lines. The first line in capitalized, teal colored font, reads, NATIONAL. The second line in larger, capitalized red font reads, AMERICAN. The third line, in larger, multicolored black and orange font reads, INDIAN. The multicolored font is designed to appear as a mountain range within the font. The fourth line in smaller, black font reads, HERITAGE MONTH. Centered beneath the observance title is the observance theme spread across three lines in smaller, capitalized, teal-colored font. The first line reads, CELEBRATING. The second line reads, RESPECT, CULTURE. The third line reads, AND EDUCATION.

On the poster's right side is a prominent artistic representation of War Chief Joseph Medicine Crow as an old man. He is standing at a 45 degree oblique and is looking to the viewer's left. Chief Joseph Medicine Crow is attired in a traditional Crow war bonnet and clothing made of leather, animal fur, beads, bones, and eagle feathers. His attire and war bonnet are highlighted with vivid, colored design elements in red, blue, white, teal, yellow, and orange.

Situated on the mountain range at the left side of this portrait is information about the image spread across three lines. The first line in small white, capitalized font reads, LAST CROW WAR CHIEF. The second line, in larger, capitalized orange font, reads, JOSEPH MEDICINE CROW. The last line in smaller white capitalized font reads, OCT 1913 – APR 2016.

Joseph Medicine Crow earned his distinction as a Crow War Chief while serving as a U.S. Army scout in the 103rd Infantry Division during World War II. During that conflict, Joseph Medicine Crow completed all four essential requirements to become a war chief: counting coup (touching an enemy without killing him), taking an enemy's weapon, leading a successful war party, and stealing an enemy's horse.

Crow did this in exemplary fashion. During a combat operation, Crow turned a corner and ran into a young German soldier, knocking him to the ground. The German soldier lost his weapon. Crow lowered his own weapon and they began fighting hand-to-hand. As Crow was choking the German soldier, he called out for his mother. Crow released him and let him go. Later in the conflict, Crow led a successful war party and stole 50 horses from a German Nazi SS Camp. As he rode off he sang a traditional Crow war song.

Joseph Medicine Crow is the last member of the Crow tribe to be designated a war chief. For his actions in WWII he received the Combat Infantryman's Badge and multiple Service awards and ribbons. In 2008, he was awarded the Bronze Star medal and French Legion of Honor. In 2009, President Obama awarded Chief Joseph Medicine Crow the Presidential Medal of Freedom.

Situated on the bottom left black border band are the Department of Defense and Defense Equal Opportunity Management Institute (DEOMI) seals. To the right of the seals is quick response code (QRC) which directs an individual to DEOMI's website, www.defenseculture.mil. It is separated from a second QRC by a symbol depicting a microphone. Scanning the second QRC with a mobile device will open an audio narration with this poster description.

To the right of the second QRC is the observance month in smaller, light gray, capitalized text, NOVEMBER.